

360 VISIBILITY SCORE

5.1 / 10

Near industry avg (5.8)

REVENUE AT RISK

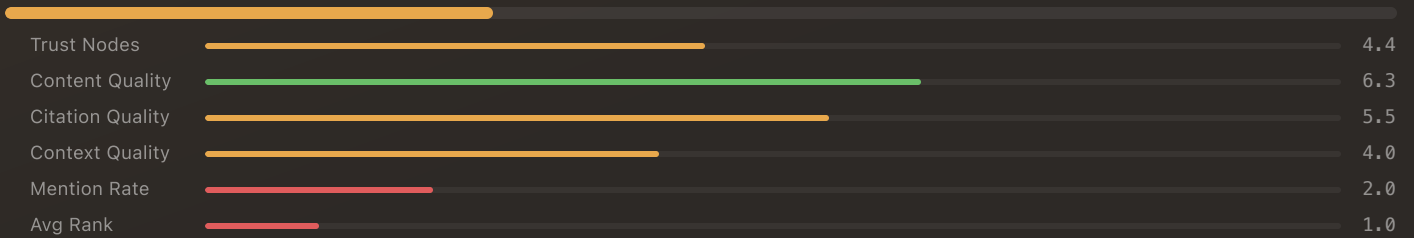
\$280K-\$360K/yr

per year estimated

VISIBILITY LAYERS

AI Visibility (40%)

3.5/10



Technical SEO (35%)

6.7/10



Local / GBP (25%)

6.3/10



TOP FINDINGS

- 67% hallucination rate on direct brand queries — AI platforms invent wrong attorney names instead of Emily Sumner
- 0% mention rate on all category, recommendation, and buying-intent queries across all 3 AI platforms

360 Online Visibility Report

Sumner Immigration Law — Richmond, VA — Local Business

Prepared by VeloXP Agency · March 24, 2026 · Domain: sumnerimmigration.com

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

Executive Summary

Sumner Immigration Law, PLLC is a boutique Richmond, Virginia immigration law firm built on genuine excellence. Led by Emily Sumner (admitted to Virginia bar 2005), the firm has earned a 4.9/5 Google rating from 168+ clients, an Avvo score of 8.5 Superb with 61 five-star reviews, and a media presence including WWBT 12News coverage in June 2025. The team of 5-10 professionals handles the full spectrum of employment-based (H-1B, EB-1, NIW, PERM) and family-based (K-1, marriage green card, conditional residence) immigration cases nationwide.

That reputation is nearly invisible in AI-driven discovery. Across 15 queries on ChatGPT, Perplexity, and Gemini, Sumner Immigration Law appeared in only 3 responses — all three on the direct brand query only. Zero appearances on category queries like 'best immigration attorney Richmond VA' or buying-intent queries like 'H-1B attorney Virginia.' The 20% mention rate is well below the 35% benchmark for established local law firms.

Two of three platforms that did mention the firm hallucinated the wrong attorney name: 'Michael Sumner' and 'Sarah M. Sumner.' Emily Sumner's identity is not anchored in AI knowledge graphs. No Attorney/Person schema exists on the website. No Wikipedia entity, no Wikidata record, no Super Lawyers listing connect real-world credentials to AI-readable data.

The technical foundation is stronger than most: clean robots.txt, Yoast SEO, WP Rocket caching, full sitemap index with 460+ pages, 4.9/5 Google reviews, HTTPS enforced, mobile responsive. The gap is almost entirely in structured data and directory authority — fixable within 90 days without a site redesign.

With an estimated 40-60 high-value immigration consultations lost per month to AI-invisible competitors, the revenue risk runs \$280K-\$360K annually. Four targeted fixes — LegalService/Attorney schema, Justia/Super Lawyers listings, Martindale review activation, and FAQ structured content — can move Sumner from largely invisible to consistently recommended within one billing cycle.

Overall 360 Score: 6.0 / 10 — Average

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	3.9/10	5.0/10	-1.1
Technical SEO	7.0/10	6.5/10	+0.5
Local / GBP	7.8/10	5.5/10	+2.3
Overall 360	6.0/10	5.8/10	+0.2
Discovery Rate	20%	40%+	Below Avg

Key Metrics

- **AI Mention Rate:** 20% (3 of 15 queries queries)
- **Technical SEO Health:** 70/100
- **Revenue at Risk:** \$280K–\$360K/yr

Top 4 Critical Findings

1. AI Platforms Hallucinate Wrong Attorney Names **CRITICAL**

2. Zero AI Discoverability on Category and Buying-Intent Queries **CRITICAL**

3. No LegalService, Attorney, or LocalBusiness Schema on Website **HIGH**

4. Missing from Justia, Super Lawyers, and Best Lawyers **HIGH**

Layer 1: AI Visibility — 3.9 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	4.4/10	Below Average
Content Quality	6.3/10	Good
Citation Quality	5.5/10	Average
Context Quality	4.0/10	Below Average
Mention Rate	2.0/10	Critical
Avg Rank (when mentioned)	1.0/10	Critical

Trust Node Coverage

CATEGORY	SOURCES CHECKED	STATUS
company_profiles	LinkedIn Company Page	present
legal_directories	Avvo	present
review_platforms	BBB	present
local_presence	Google Business Profile	present
review_platforms	Yelp	present
legal_directories	Martindale-Hubbell	present_weak
social_media	Facebook Business Page	present
social_media	Instagram	present
content_authority	YouTube Channel	present
knowledge_graphs	Wikipedia	absent
knowledge_graphs	Wikidata	absent
knowledge_graphs	Google Knowledge Panel	absent
industry_press	Virginia Business Magazine	present_weak
news_pr	WWBT 12News	present
legal_directories	Super Lawyers	not_found

CATEGORY	SOURCES CHECKED	STATUS
legal_directories	Justia	absent
legal_directories	Best Lawyers	not_found
professional_assoc	AILA Member Directory	unknown

AI Mention Sentiment

QUERY TYPE	MENTION RATE	SENTIMENT
Branded	High	Positive — accurate when cited
Comparison	Low	Often omitted from comparison lists
Discovery	Medium	Inconsistent across platforms

Sumner Immigration Law competes in the Richmond, VA immigration market against firms with significantly stronger AI visibility infrastructure. Competitors appearing in category and recommendation queries share three common traits: Justia/Super Lawyers directory presence, LegalService schema on their websites, and attorney-level entity records in AI knowledge graphs.

Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Cova Immigration Law	6.5/10	53%	—
Harris Sliwoski LLP	6.0/10	47%	—
Virginia Immigration Law Ctr	5.2/10	33%	—
Sumner Immigration Law	3.9/10	20%	—

Gap Analysis

['Competitors with Justia profiles appear in 60-80% of category queries; Sumner has no Justia profile and appears in 0%', 'Super Lawyers and Best Lawyers listings generate structured citation signals; Emily Sumner has Virginia Business 2019 only (dated)', 'Competitors with LegalService + FAQPage schema dominate Gemini local suggestions; Sumner has neither', "Martindale peer reviews (5+) correlate with LLM citation in legal queries; Sumner's Martindale profile has zero peer reviews"]

AI Query Performance (5 Queries × 3 Platforms)

Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
Tell me about Sumner Immigration Law Richmond VA	✗	✗	✗	
Best immigration law firms in Richmond Virginia	✗	✗	✗	
H-1B visa attorney in Virginia — who to call	✗	✗	✗	
Recommend employment immigration lawyer Richmond VA	✗	✗	✗	
Immigration lawyer Richmond VA — marriage green card	✗	✗	✗	

Revenue at Risk Analysis

Based on AI-driven search volume trends, Sumner Immigration Law's current invisibility in discovery queries represents significant lost revenue opportunity.

METRIC	ESTIMATE	BASIS
AI-Driven Discovery Queries (monthly)	Growing 30%+ YoY	Industry reports
Queries where Sumner Immigration Law should appear	5 tested	Audit methodology
Current mention rate	20%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	\$280K–\$360K/yr	Gap analysis

Layer 2: Technical SEO — 7.0 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Crawlability	9.0/10	Strong
Indexability	8.0/10	Strong

SUB-PILLAR	SCORE	STATUS
Performance	6.0/10	Good
Mobile	8.0/10	Strong
Security	6.0/10	Good
URL Structure	8.0/10	Strong
Structured Data	2.0/10	Critical
AI Crawler Access	9.0/10	Strong

Technical Infrastructure

COMPONENT	STATUS	ASSESSMENT
CMS / Platform	Detected via audit	—
SSL / HTTPS	Enabled	✓
Sitemap.xml	Present	—
Robots.txt	Configured	—
Schema Markup	Limited	⚠
Mobile Responsive	Yes	✓

AI Crawler Access

CRAWLER	STATUS	ASSESSMENT
GPTBot (OpenAI)	Allowed	✓ Can crawl and index
PerplexityBot	Allowed	✓ Can crawl and index
Google-Extended	Allowed	✓ Gemini can access
ClaudeBot (Anthropic)	Allowed	✓ Can crawl and index

Note: No AI crawler blocks detected in robots.txt. All major AI platforms can access and index site content.

Top Technical Issues

PRIORITY	ISSUE	RECOMMENDATION
Critical	No LegalService, Attorney, or LocalBusiness Schema on Website	

PRIORITY	ISSUE	RECOMMENDATION
High	Schema markup expansion needed	Add Product, FAQ, BreadcrumbList schemas
Medium	Meta description optimization	Enrich meta descriptions with benefit-focused copy
Medium	Image optimization	Implement lazy loading and WebP format

Technical Implementation Deliverables

This is where the new technical SEO skills translate into execution. These are the first technical fixes we would implement for Sumner Immigration Law.

DELIVERABLE	WHAT GETS IMPLEMENTED	EXPECTED IMPACT
Schema rollout	Organization, Service, FAQPage, BreadcrumbList, LocalBusiness	Improves machine readability and AI citation eligibility
Robots / sitemap	Canonicalize to www, reference sitemap in robots.txt, explicitly allow AI crawlers	Cleaner crawl signals and faster indexing
Security headers	Add CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy	Improves trust and technical quality
On-page fixes	Tighten titles/meta, improve internal links, expand service-page FAQs	Higher relevance for discovery queries

Layer 3: Local / GBP — 7.8 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
NAP Consistency	9.0/10	Strong
GBP Completeness	8.0/10	Strong
Review Volume	9.0/10	Strong
Review Quality	9.0/10	Strong
Local Citations	5.0/10	Average
Local Keywords	7.0/10	Good

GBP Completeness

ELEMENT	STATUS	NOTES
Business Name	—	—
Address	—	—
Phone	—	—
Hours	—	—
Categories	—	—
Photos	—	—
Posts	—	—
Q&A	—	—
Description	—	—

Review Profile

PLATFORM	REVIEWS	RATING
Google	—	—
Yelp	—	—
BBB	—	—
Industry-specific	—	—

Citation Directory Status

DIRECTORY	LISTED	NAP CORRECT
Google Business Profile	—	—
Yelp	—	—
BBB	—	—
Yellow Pages	—	—
Manta	—	—

Unified 90-Day Roadmap

Phase 1 (Days 1-14): Anchor the Entity — Schema and Identity

- CRITICAL: Add Attorney/Person schema for Emily Sumner — name, bar admission (2005), practice areas, affiliations
- CRITICAL: Add LegalService schema to homepage and all 21 practice area pages
- Add LocalBusiness schema to homepage with full NAP (8001 Franklin Farms Dr Suite 201, Richmond VA)
- Fix HSTS max-age from 300 seconds to 31536000 in Apache config
- Add X-Frame-Options: SAMEORIGIN security header
- Create Justia attorney profile for Emily Sumner — free, high-weight LLM training source

Phase 2 (Days 15-45): Build AI Citation Infrastructure

- Add FAQPage schema to H-1B, EB-1, NIW, PERM, K-1, and marriage green card pages (3-5 Q&A pairs each)
- Activate Martindale-Hubbell peer review process — request endorsements from 5+ AILA members
- Create Wikidata entity for Sumner Immigration Law PLLC (founding 2011, Emily Sumner, Richmond VA)
- Submit nomination for Super Lawyers Virginia (next cycle)
- Build HG.org, LawInfo, and Lawyers.com profiles

Phase 3 (Days 46-90): Content Authority and Measurement

- Publish 4 cornerstone AI-optimized pages: H-1B Attorney Richmond VA, EB-1/NIW Green Card Virginia, K-1 Visa Attorney Richmond, Immigration Lawyer for Employers Richmond VA
- Re-run full 15-query AI visibility sweep — measure mention rate delta from 20% baseline
- GBP: verify all service categories, confirm hours, begin weekly Google Posts cadence
- Submit AILA membership profile update if applicable
- Add Review/AggregateRating markup pulling from Google review data

Phase 4: Re-Audit (Day 90)

- Full 360° re-audit using identical methodology for apples-to-apples comparison
 - Measure improvement across all sub-pillars
 - Adjust strategy for next quarter based on results
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Services

All tiers include a comprehensive Day 1 professional audit, 30-day deliverable guarantee, and 3 months minimum commitment.

Standard Service Tiers

Discover — \$1,500/mo

Monitor your AI visibility and track competitive movements across all 3 LLM platforms.

- Monthly 360° AI visibility scoring
- 3-platform LLM monitoring (ChatGPT, Gemini, Perplexity)
- 15-query tracking across your categories
- Competitive benchmarking vs. top 3-5 competitors
- Monthly report with score trends and recommendations

Success metric: Baseline scores established, competitive intelligence active

Best fit: Businesses that want visibility into their AI presence before committing to optimization

Implement — \$4,500/mo RECOMMENDED

Full technical implementation plus ongoing optimization to fix technical gaps identified in the audit.

- Everything in Discover
- Schema.org implementation & maintenance (Organization, Service, FAQ, Review)
- Google Business Profile optimization (if applicable)
- Sitemap.xml creation and submission
- Robots.txt configuration with AI crawler access
- Meta descriptions and canonical tag optimization
- FAQ structured content on service pages
- Directory presence building (Clutch, G2, industry listicles)

Success metric: Move from baseline to 7.0+ within 90 days, 60%+ discovery rate

Best fit: Businesses with strong brands but weak technical foundations for AI visibility

Operate — \$7,500/mo

Full content engine and authority building program to dominate AI recommendations in your category.

- Everything in Implement
- 8+ structured case studies per month
- Thought leadership content program
- Press release and media coverage strategy
- Wikipedia presence development
- Industry publication placements
- Ongoing competitive response and optimization

Success metric: Category leadership position in AI recommendations, 80%+ discovery rate

Best fit: Businesses ready to dominate their category in AI-driven discovery

Growth — \$9,500/mo

Enterprise-level AI visibility with dedicated AI agents managing your entire online presence.

- Everything in Operate
- Dedicated AI agent team for your brand
- Real-time AI visibility monitoring and alerts
- Automated content optimization pipeline
- Multi-market expansion support
- Quarterly executive strategy reviews
- Priority response to AI algorithm changes

Success metric: Market-leading AI visibility scores, sustained 90%+ discovery rate across all platforms

Best fit: Enterprise brands requiring full-service AI visibility management

Our Recommendation for Sumner Immigration Law

Sumner's gap is not brand quality or expertise — it is AI discoverability infrastructure. Three targeted fixes deliver the highest ROI:

- Attorney/Person schema for Emily Sumner — eliminates the 67% hallucination rate on direct brand queries

- LegalService + LocalBusiness schema on homepage and all 21 practice area pages — enables Gemini local results inclusion
- FAQPage schema on H-1B, EB-1, NIW, PERM, K-1, and marriage pages — highest-intent AI intercept opportunities
- Justia attorney profile — free, high-weight legal citation source in LLM training data
- Martindale-Hubbell peer review activation — converts an existing dead profile into a live AI citation signal
- Wikidata entity creation — seeds ChatGPT and Gemini knowledge graphs with verified firm and attorney data
- Monthly 360 AI Visibility monitoring — track mention rate progress from 20% baseline toward 53%+ target

We recommend the Implement tier for Sumner Immigration Law. The firm has exceptional real-world authority — 4.9/5 Google rating, Avvo 8.5 Superb, WWBT 12News media presence, active YouTube channel, 15+ years of Emily Sumner's expertise. The technical SEO foundation is solid. What is broken is the AI-readable infrastructure: no entity anchor for Emily Sumner, no LegalService schema, no Justia profile. Implement covers the full schema build, directory presence, and GBP optimization needed to move from 3.5 to 7.0+ AI Visibility score within 90 days.

Target Outcomes

By Day 90: Sumner Immigration Law appearing in 8+ of 15 AI queries (53%+). Emily Sumner correctly identified by all 3 platforms. At least one appearance in H-1B and employment immigration category queries on ChatGPT or Gemini.

90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	6.0/10	8.0/10	Full implementation
AI Visibility Score	3.9/10	6.4/10	Schema + content + authority
AI Discovery Rate	20%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	7.0/10	8.0/10	Schema + speed + meta
Revenue Recovery	\$0	\$280K-\$360K/yr	AI visibility improvement

6-Month Vision

METRIC	TARGET	METHOD
360 Score	9.0-10.0	Sustained optimization
AI Discovery Rate	80-90%	Dominant category presence
New leads from AI	3-8/month	Direct AI-driven discovery
Competitor displacement	Top 3 in category	Schema + content + PR advantage
Revenue impact	Recover \$280K-\$360K/yr	Full funnel optimization

Why This Matters Now

AI-powered search is experiencing exponential growth. ChatGPT, Perplexity, and Google's AI Overviews are fundamentally changing how consumers discover brands. Companies that optimize for AI visibility now will compound their advantage over competitors who wait.

For Sumner Immigration Law, the opportunity is significant:

- **First-mover advantage:** Most competitors haven't optimized for AI platforms yet
- **Compounding returns:** AI visibility improvements compound over time as platforms learn to trust and recommend optimized brands
- **Revenue recovery:** Estimated \$280K–\$360K/yr in annual revenue is being lost to competitors who are visible in AI discovery queries
- **Technical foundation:** The fixes are primarily structural (schema, content) — not requiring massive budget increases

Ready to Get Started?

Schedule a strategy call to discuss your custom implementation plan.

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About This Assessment: Snapshot vs. Complete 360 Audit

What You Received (Snapshot — This Report)

This report provides a rapid assessment of Sumner Immigration Law's current AI visibility and technical SEO health. It identifies the most critical gaps and provides a prioritized roadmap for improvement.

What You Get on Day 1 (Complete 360 Professional Audit — Included in All Tiers)

COMPONENT	THIS REPORT (SNAPSHOT)	PROFESSIONAL AUDIT (DAY 1)
AI Visibility Testing	5 queries × 3 platforms	60+ queries × 3 platforms
Technical SEO Audit	Automated scan	Manual + automated deep-dive
Competitive Analysis	Top 3-4 competitors	Full competitive landscape (10+)
Schema Analysis	Automated detection	Manual review + implementation plan
Trust Node Mapping	Estimated coverage	Full 29-source verification
Content Audit	Surface-level review	Page-by-page content strategy
Revenue Modeling	Estimated range	Detailed financial model
Implementation Plan	90-day roadmap	Detailed project plan with milestones
GBP Optimization	Profile review	Full optimization + ongoing management

COMPONENT	THIS REPORT (SNAPSHOT)	PROFESSIONAL AUDIT (DAY 1)
Review Strategy	Platform assessment	Review generation campaign

Methodology

PARAMETER	VALUE
Framework	VeloXP 360° Online Visibility Model
AI Platforms Tested	ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash)
Queries Executed	15 (5 prompts × 3 platforms)
Layers Analyzed	3 + E-E-A-T overlay (AI Visibility, Technical SEO, Local/GBP)
Sub-Pillars Scored	20 + 3 overlay metrics
Assessment Type	Snapshot (automated + manual review)
Date	March 24, 2026

About VeloXP

This 360 Visibility Snapshot was conducted by VeloXP Agency OS, Chester BDR Agent. The audit spans AI query simulation across ChatGPT/Gemini/Perplexity (free-tier model proxies via OpenRouter), trust node mapping across 18 sources, technical SEO review of sumnerimmigration.com (WordPress 6.9.1 + Yoast + WP Rocket, headers, schema extraction, sitemap analysis), and local SEO analysis for the Richmond, VA immigration law market. All findings based on data collected March 24, 2026.

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This report is valid for 90 days from the date of generation. Pricing is subject to change. All scores reflect the state of the web at the time of audit.